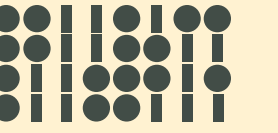


ARRIVING Q1 2026

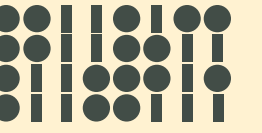
SYSTEMS

BROOK GREEN



SYSTEMS IS A PIONEERING AND
CHARACTERFUL BUILDING WHICH
THROUGH TIME HAS REDEFINED
THE MODERN WORKPLACE.
THIS LEGACY LIVES ON.





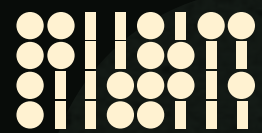
A NEW VISION

SYSTEMS has always been a place for pioneers. From innovating office design in the 1930s to housing the first business supercomputer, innovation has been at its core from the beginning.

Building on this legacy, and using the key principles of regenerative design as its foundation, the development is delivering a carefully shaped set of SYSTEMS that restore, protect and future-proof the building's legacy while delivering a new benchmark for the modern workspace.

With cutting-edge technology, eco-conscious performance, and a holistic focus on user experience and well-being, SYSTEMS is set to transform how businesses work, once again.

CONTENTS



OVERVIEW



PLANS



LOCATION



BUILDING



SPECIFICATION

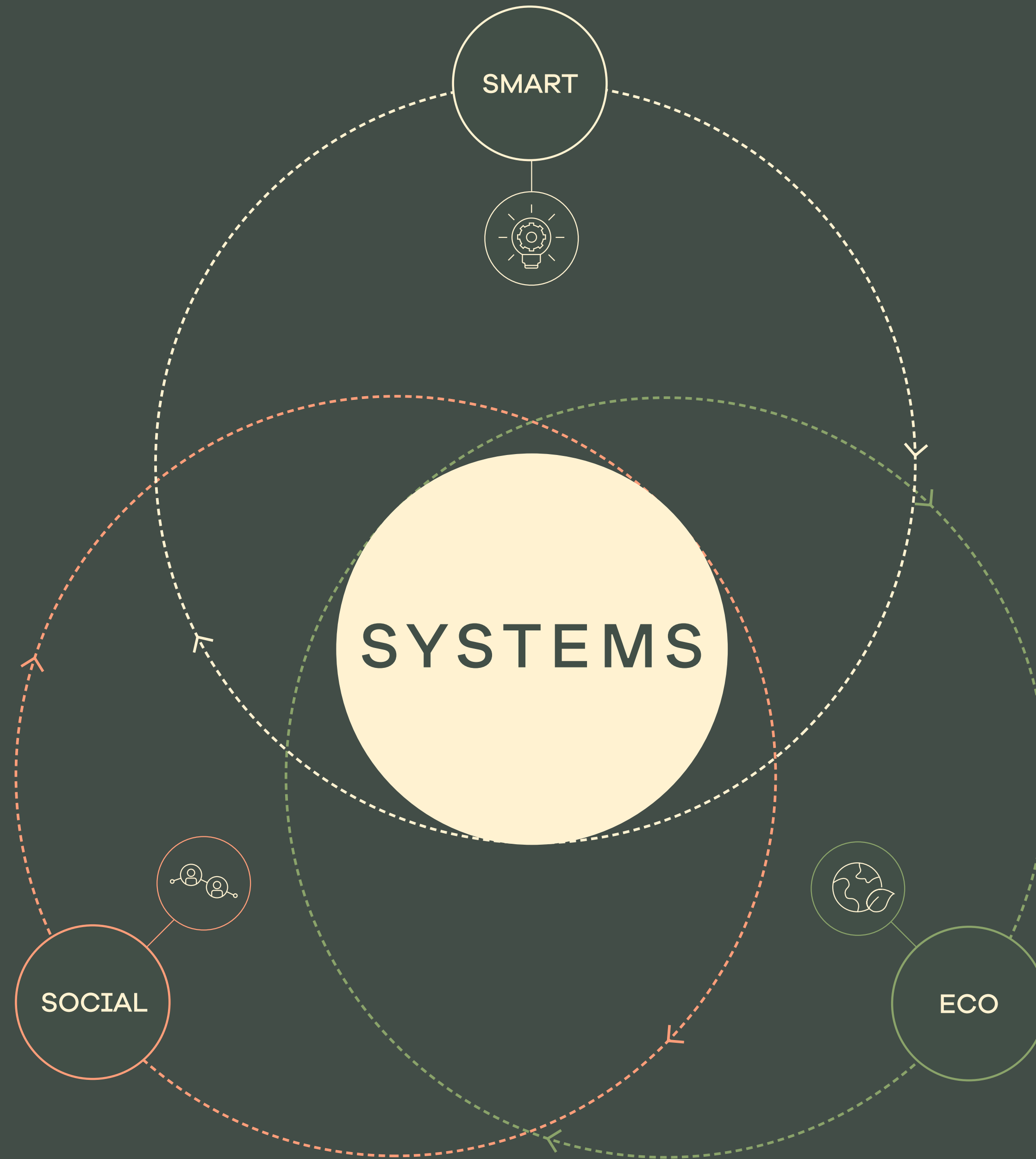
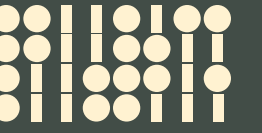


TEAM



SYSTEMS

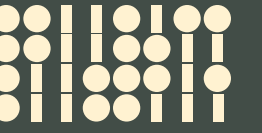




A BUILDING REDEFINED

A SYSTEMATIC APPROACH

Delivering a carefully crafted set of
systems as a new standard for the
workspace of tomorrow.



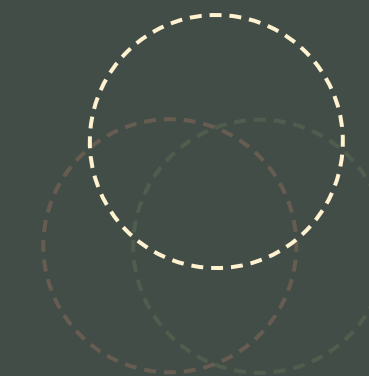
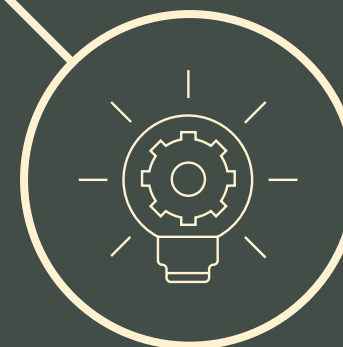
A SYSTEMATIC APPROACH

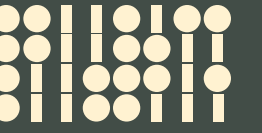
A SMART SYSTEM

SYSTEMS takes inspiration from its past as the home of the first supercomputer to lead a new age of regenerative design.

Equipped with cutting-edge building systems and powered by “self-generated energy” to create a fully integrated network of service, amenity, technology and nature.

SYSTEMS isn’t just keeping up with the times; it’s setting the pace. Redefining what it means to work in a space that’s as intelligent as it is pioneering.





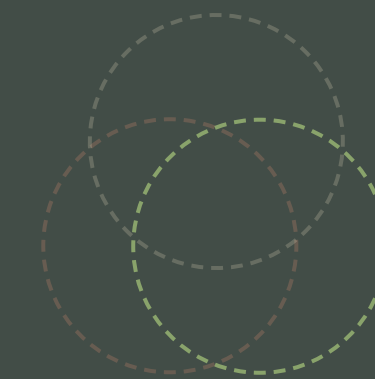
A SYSTEMATIC APPROACH

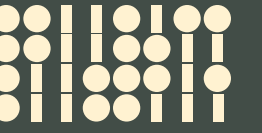
AN ECO SYSTEM

SYSTEMS re-imagines the workspace as a vibrant and peaceful environment that respects and preserves the earth, while putting its occupiers wellness and wellbeing at the forefront.

Tiered green terraces bring nature into your daily routine. The carefully considered approach to planting sparks creativity, fosters collaboration and seamlessly connects the workspace with its leafy surroundings.

This isn't just a building; it's a fully integrated eco system designed to nurture wellbeing and inspiration.





A SYSTEMATIC APPROACH

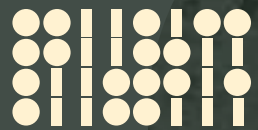
A SOCIAL SYSTEM

SYSTEMS is an environment where people are empowered to unite, collaborate and thrive in a space meticulously designed around their needs.


The ground floor café and events space, the bright and flexible workspaces and the rooftop pavilion offer the perfect atmosphere to enhance user experience.

Here, the environment adapts to you, creating an ideal setting for innovation and meaningful collaboration.


OVERVIEW




SMART
SYSTEM




Fully automated with best in class end of trip




222 cycle spaces and cycle repair station



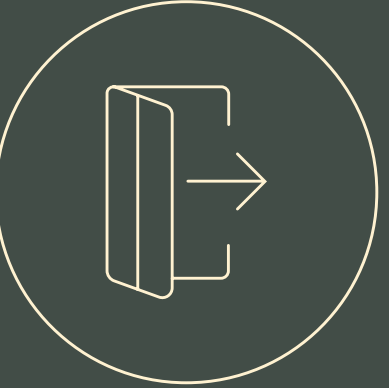
Floor to ceiling heights of 3.3m - 4.3m



Large open plan floorplates




4 x passenger lifts and 1 x goods lift




Ground floor office with dedicated entrance


ECO
SYSTEM




BREEAM 'Excellent'




EPC Rating 'A'




Fully electric building



Reuse of characterful building



12,917 sq ft of green roofs



Self generated energy via PV panels

SOCIAL
SYSTEM



Café located within reception area



Communal pavilion with far-reaching views



1,493 sq ft rooftop terrace



Characterful and people-centric workspace



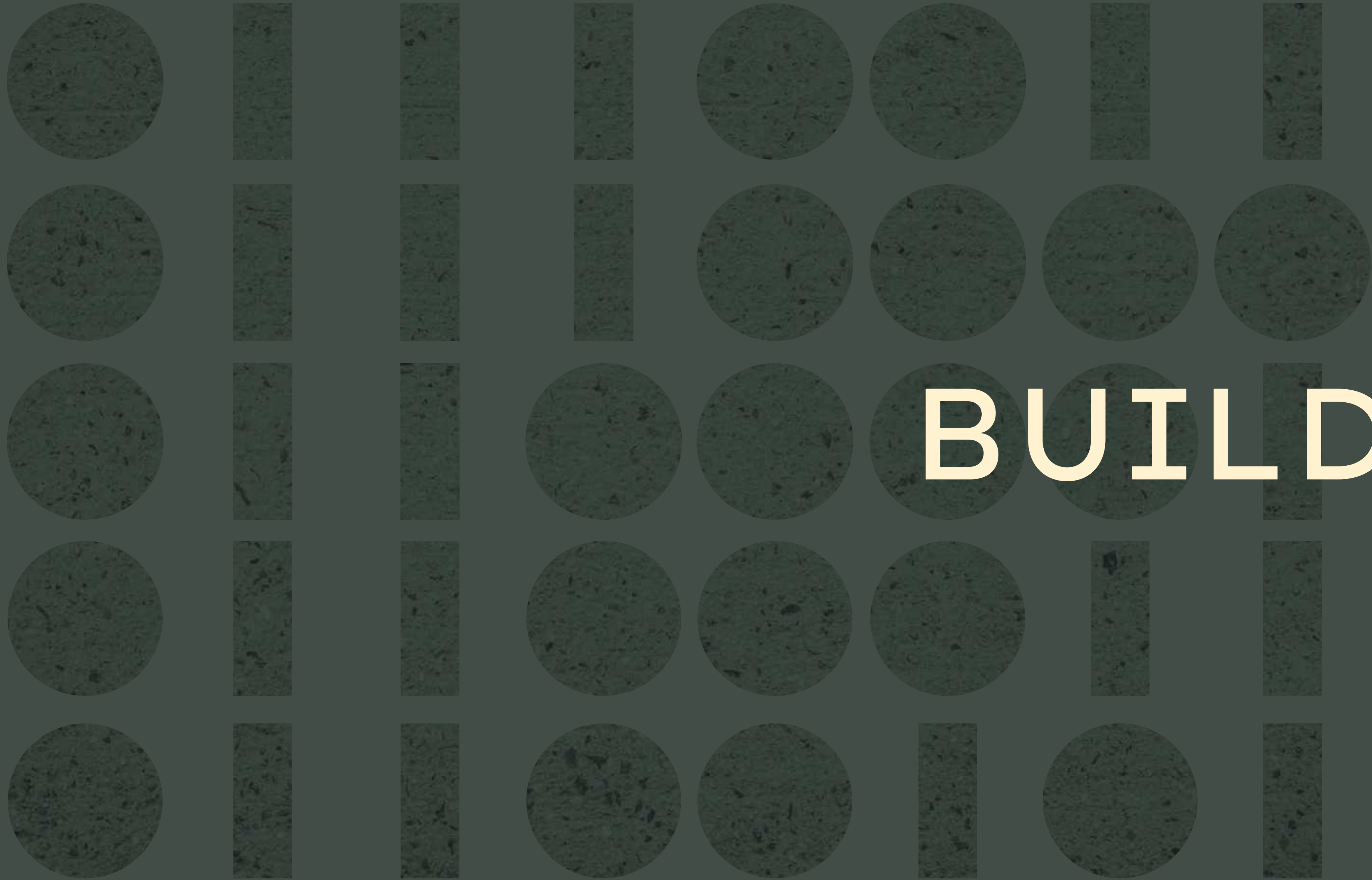
565 sq ft of terrace space on 5th floor



Excellent transport connections

SYSTEMS



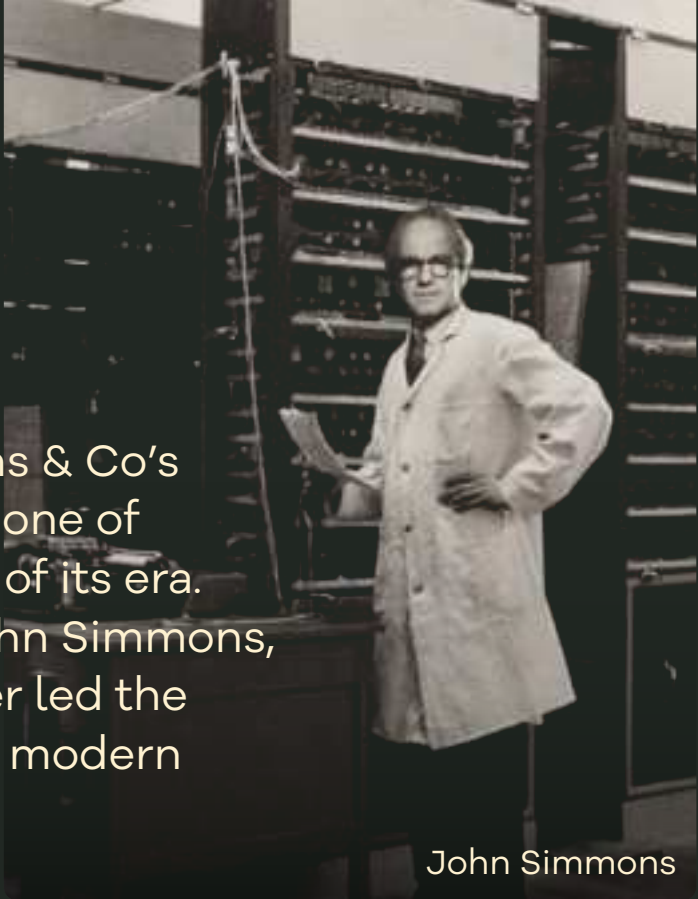


BUILDING

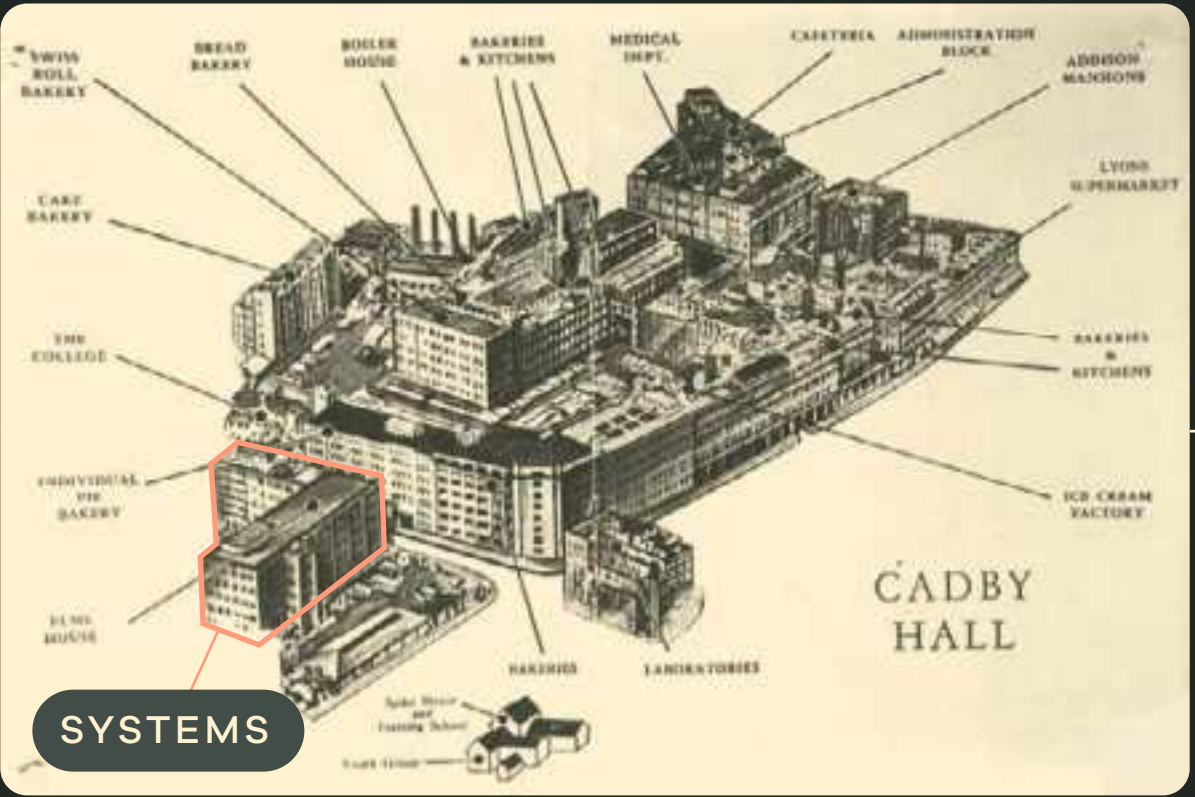
HISTORY

1936/37

Completed in 1937 as part of J. Lyons & Co's Cadby Hall complex, SYSTEMS was one of the most advanced office buildings of its era. Designed under the guidance of John Simmons, an expert in office systems who later led the LEO computer project, it embodied modern innovation and efficiency.

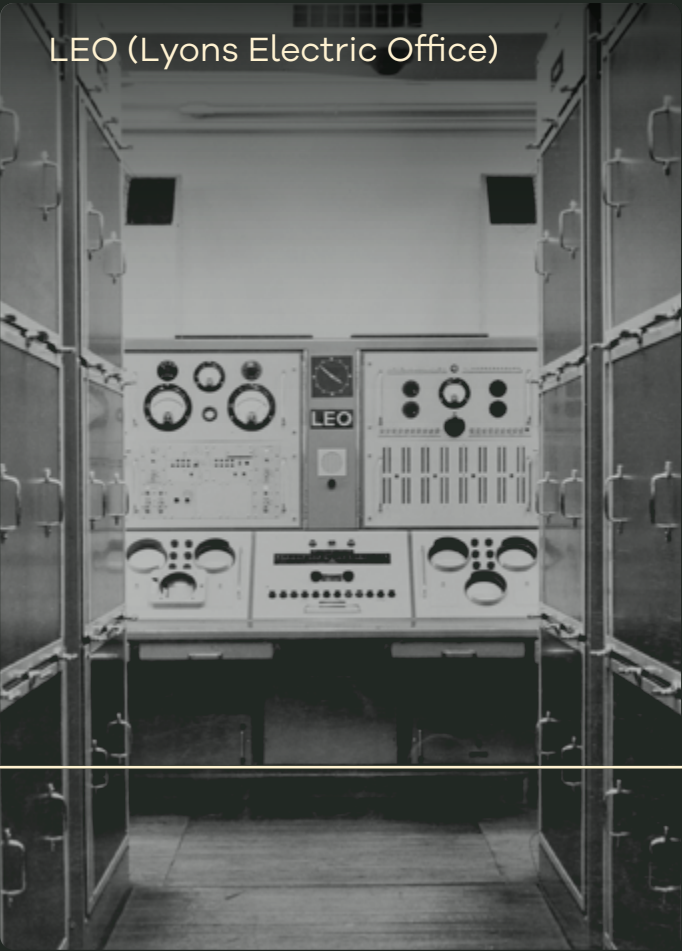


John Simmons



AHEAD OF ITS TIME

- Prioritised comfort and efficiency with open-plan offices and underfloor heating.
- Cloakrooms equipped with drying apparatus for coats and hats.
- Tea room for morning and afternoon breaks, with drinking fountains on each floor.
- Draught-free windows featuring patterned glass to enhance productivity.
- A telephone booth allowing staff to make private calls at reduced rates.
- Power points at each desk to accommodate new office equipment as needed.



LEO (Lyons Electric Office)

1951

J. Lyons & Co was the first company in the world to see that computer systems could be used to make businesses more efficient. Developing the revolutionary LEO (Lyons Electric Office) they used it to run the world's first real-time office application. The computer occupied most of the second floor.

Margaret Thatcher was employed as a research chemist at Cadby Hall

1966

By now, the whole of the second floor and part of the third floor, was taken up by computers and support staff.



LEO I/II with two of the operators

c. 1993

EMI move into the building, bringing with them some of the largest bands of the era. Record deals were signed by the likes of Blur, Radiohead, Kylie and Coldplay.



Blur in the 90s

1982

IBM installed an electronic telephone exchange system in the building to service Cadby Hall.

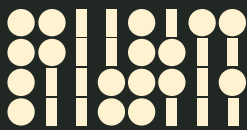


A centralised IBM 3755 exchange system

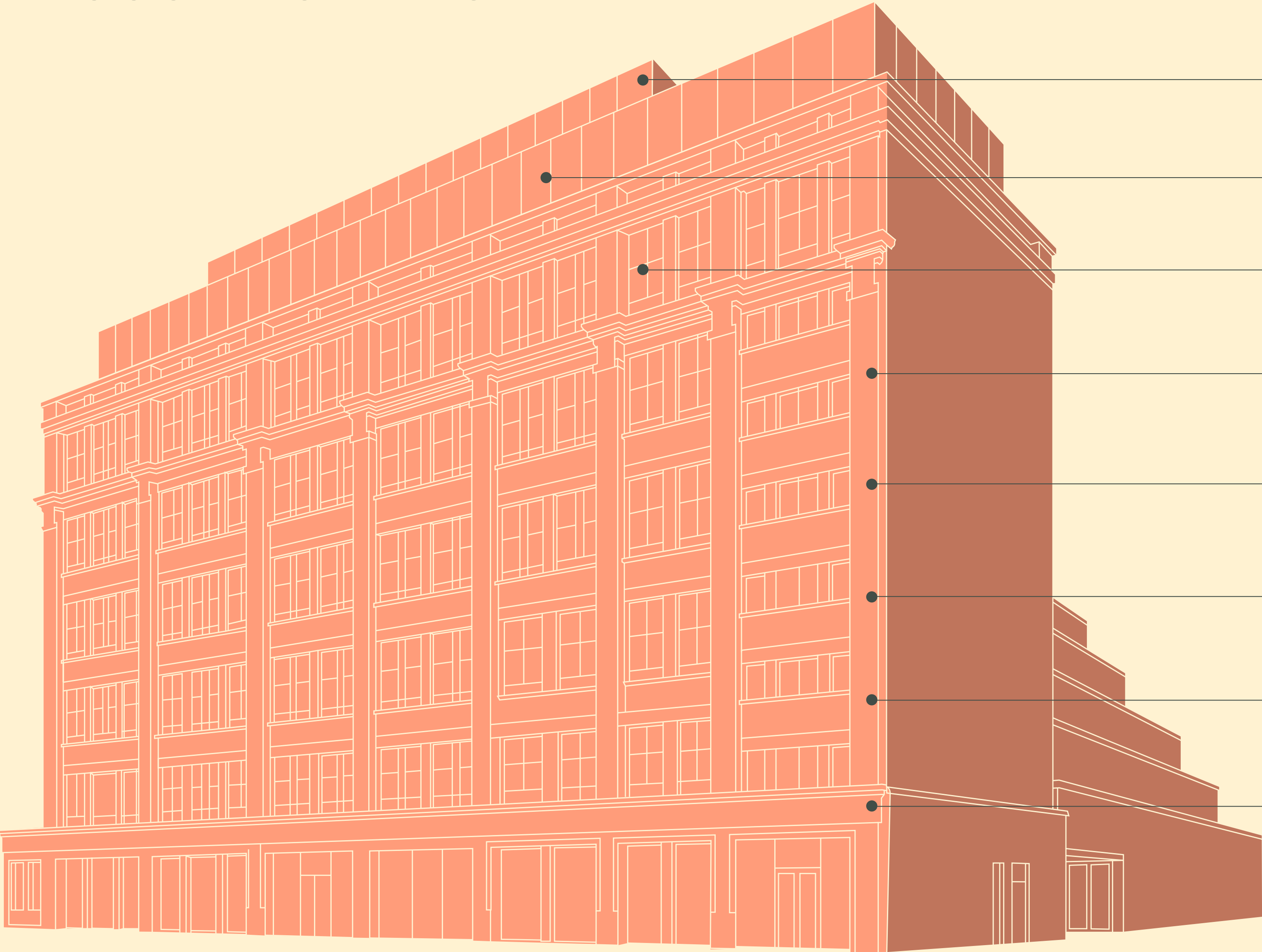
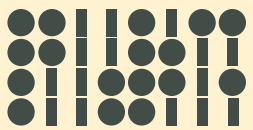
2026

SYSTEMS

A new chapter for the building begins with the transformation of this iconic building.



ACCOMMODATION



Terrace Amenity

NIA

VIEW FLOOR

PAVILION

1,493 SQ FT

1,525 SQ FT
141.7 SQ M

VIEW FLOOR

SIXTH

11,115 SQ FT
1,032.6 SQ M

VIEW FLOOR

FIFTH

565 SQ FT

12,108 SQ FT
1,124.9 SQ M

VIEW FLOOR

FOURTH

16,885 SQ FT
1,568.7 SQ M

VIEW FLOOR

THIRD

18,267 SQ FT
1,697.1 SQ M

VIEW FLOOR

SECOND

20,094 SQ FT
1,866.8 SQ M

VIEW FLOOR

FIRST

21,583 SQ FT
2,005.1 SQ M

VIEW FLOOR

GROUND

1,507 SQ FT

13,132 SQ FT
1,220.0 sq m

VIEW FLOOR

LOWER
GROUND

TOTAL

126,086 SQ FT
11,714 SQ M

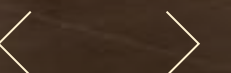
SYSTEMS

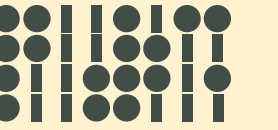


A thoughtfully crafted
welcome experience.

SYSTEMS

INDICATIVE RECEPTION SPACE WITH CAFÉ





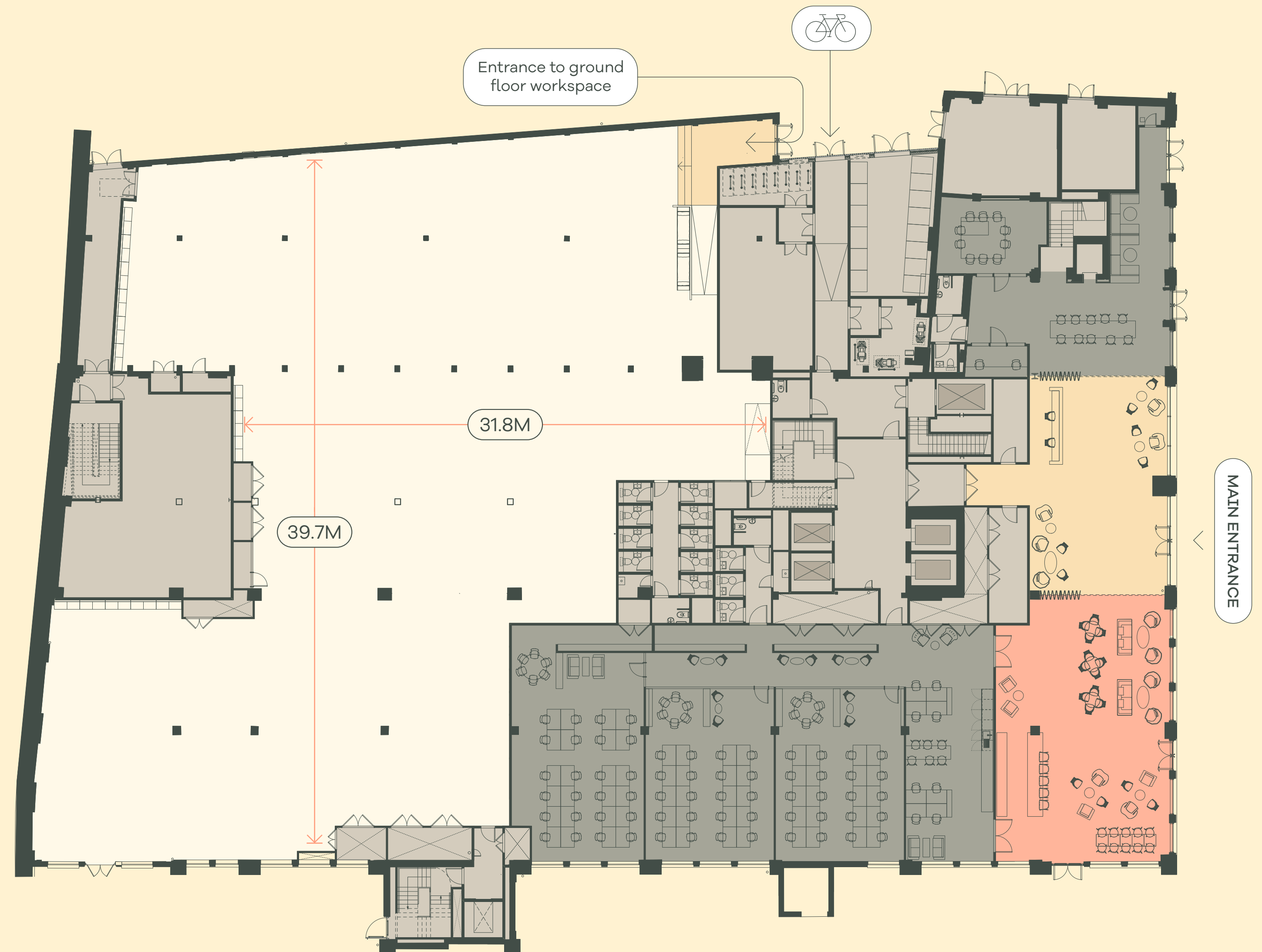
GROUND

16,885 SQ FT
1,568.7 SQ M

Key

- Office
- Reception
- Serviced offices
- Café/Events
- Core

Plan not to scale.
For indicative purposes only.



BROOK GREEN

BACK TO ELEVATION



SYSTEMS

OVERVIEW

BUILDING

PLANS

SPECIFICATION

LOCATION

TEAM





SPACE PLAN

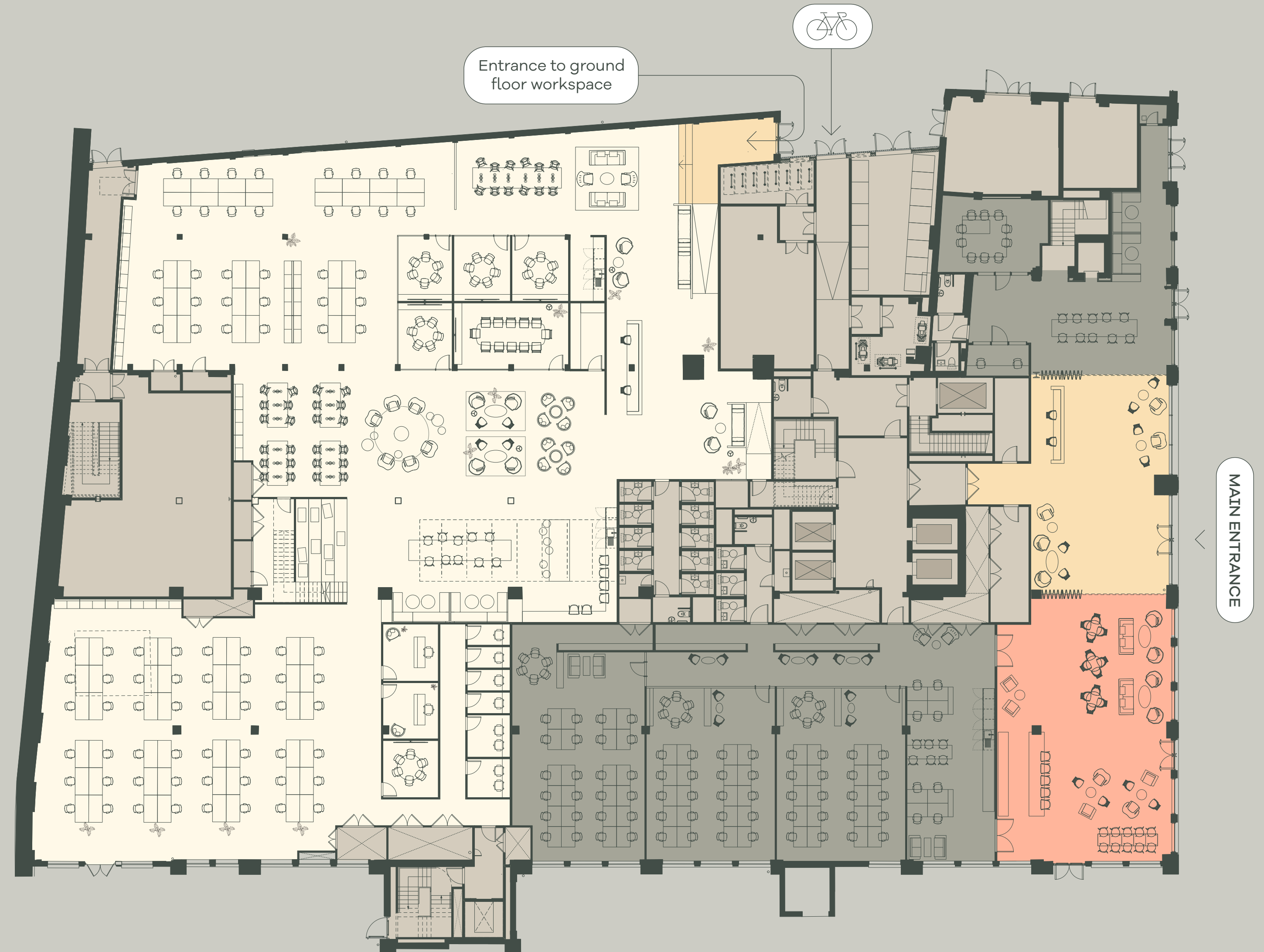
GROUND

16,885 SQ FT
1,568.7 SQ M

Key

- Office
- Reception
- Serviced offices
- Café/Events
- Core

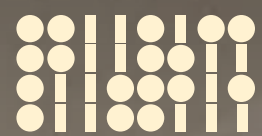
Plan not to scale.
For indicative purposes only.



BACK TO ELEVATION



A contemporary, design-led celebration
of rich architectural heritage.

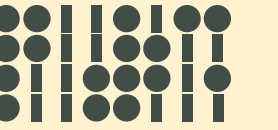


FLOOR TO CEILING
4.3M

INDICATIVE GROUND FLOOR

SYSTEMS





FIRST

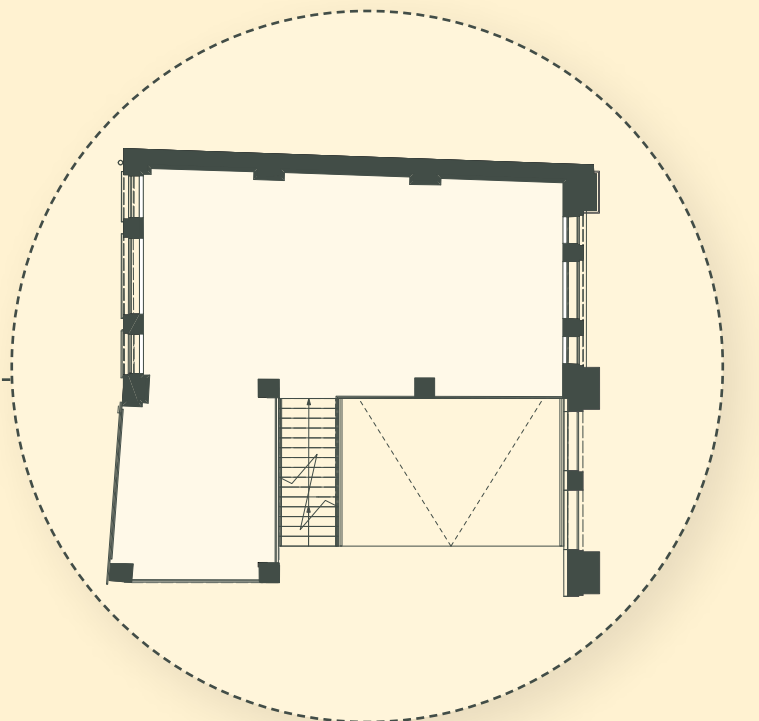
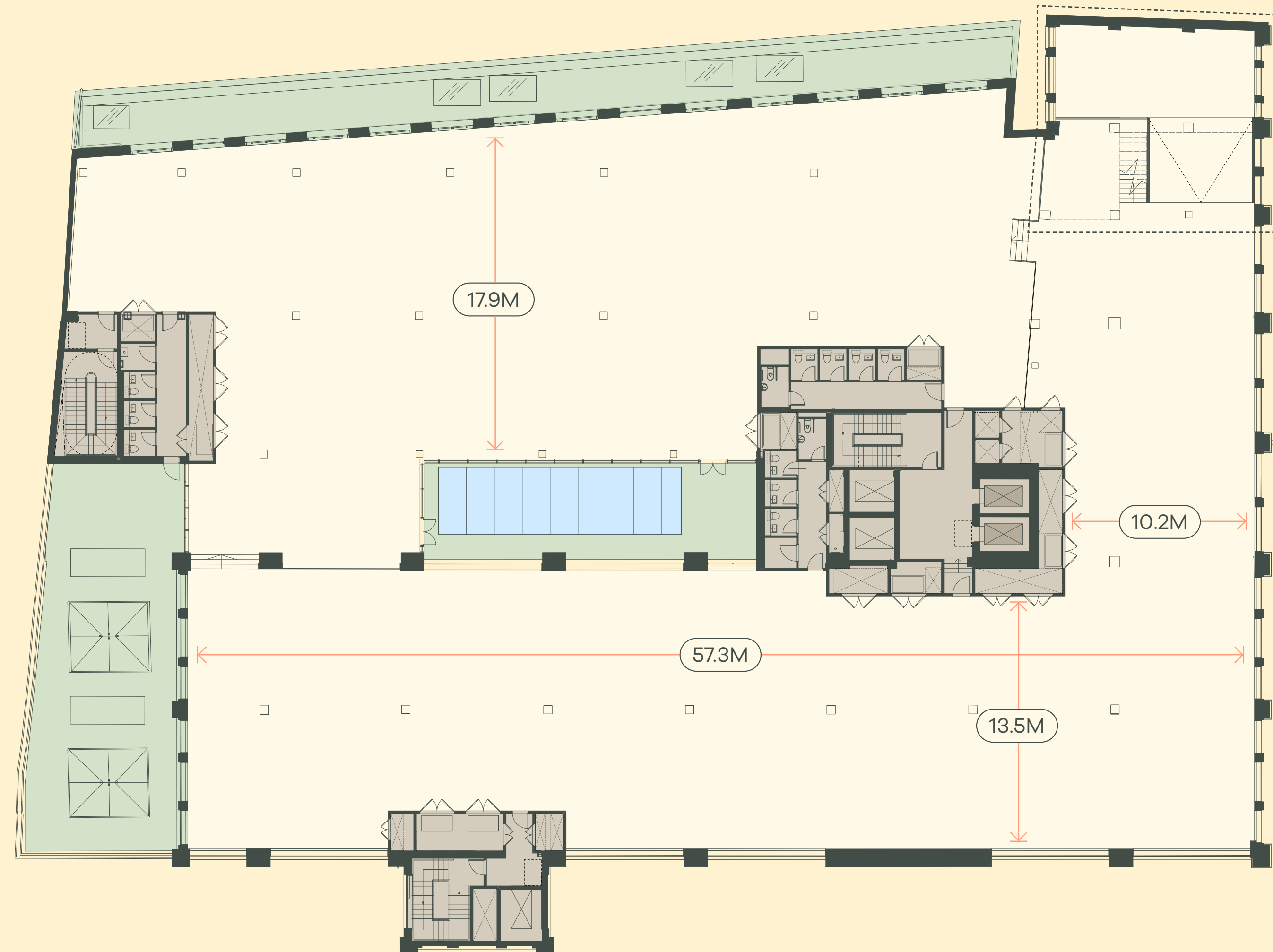
(WITH MEZZANINE)

21,583 SQ FT
2,005.1 SQ M

Key

- Office
- Core
- Green roof
- Atrium

Plan not to scale.
For indicative purposes only.

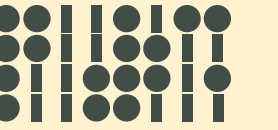


MEZZANINE

BROOK GREEN

[BACK TO ELEVATION](#)





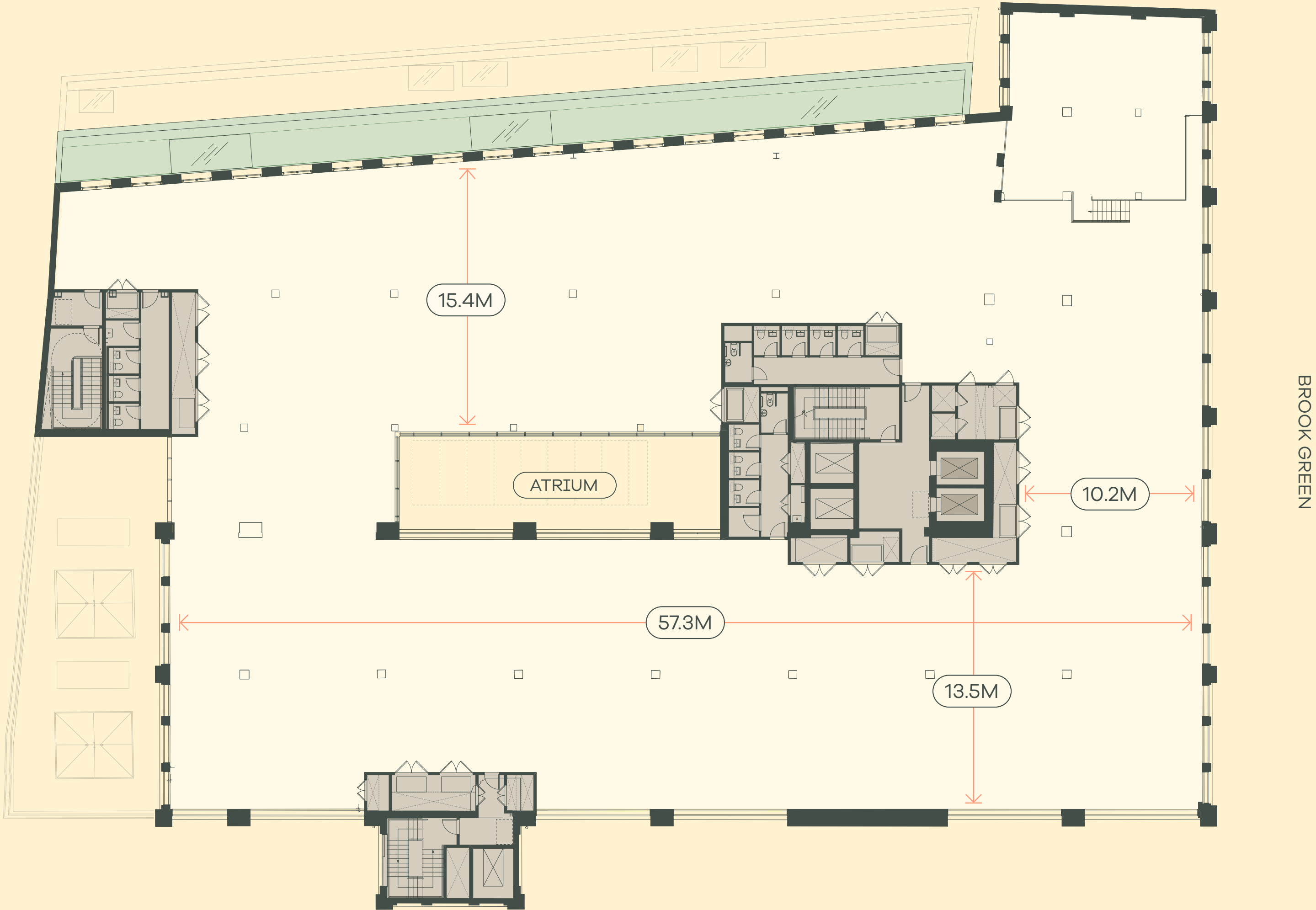
SECOND

20,094 SQ FT
1,866.8 SQ M

Key

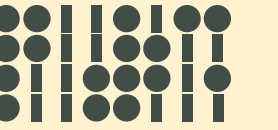
- Office
- Green roof
- Core

Plan not to scale.
For indicative purposes only.



BACK TO ELEVATION





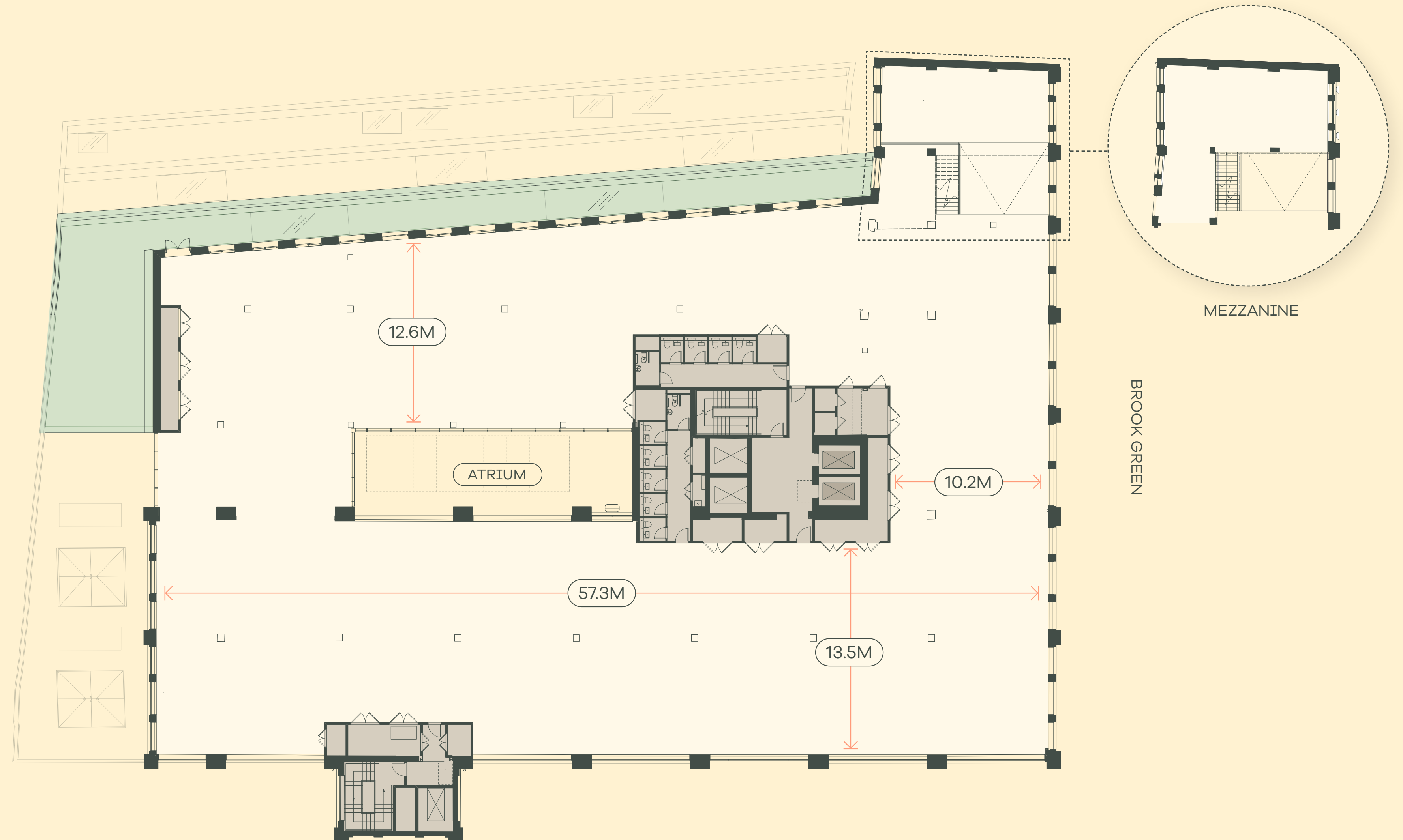
THIRD

18,267 SQ FT
1,697.1 SQ M

Key

- Office
- Green roof
- Core

Plan not to scale.
For indicative purposes only.



[BACK TO ELEVATION](#)

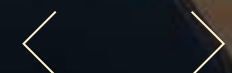


Extending the historic structure
with light-filled office spaces.



FLOOR TO CEILING
3.3M

SYSTEMS





SPACE PLAN

THIRD

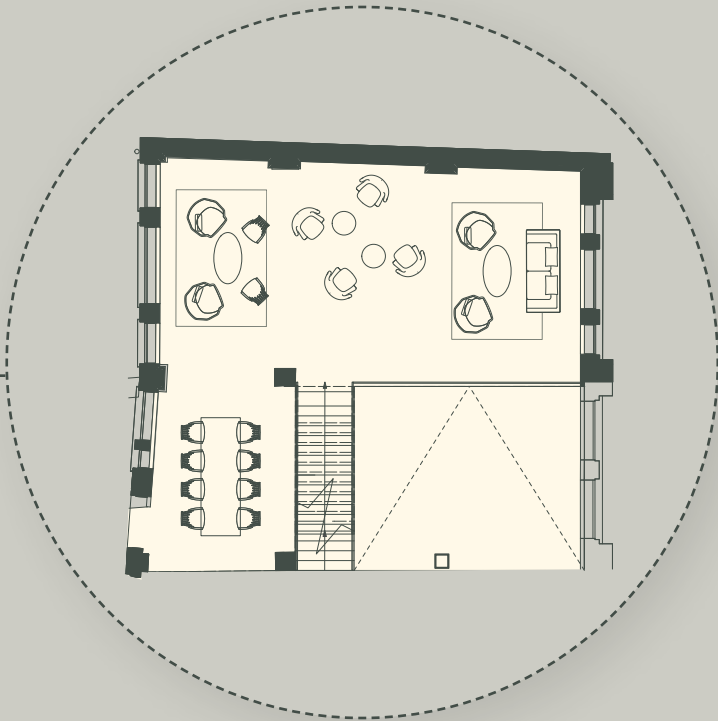
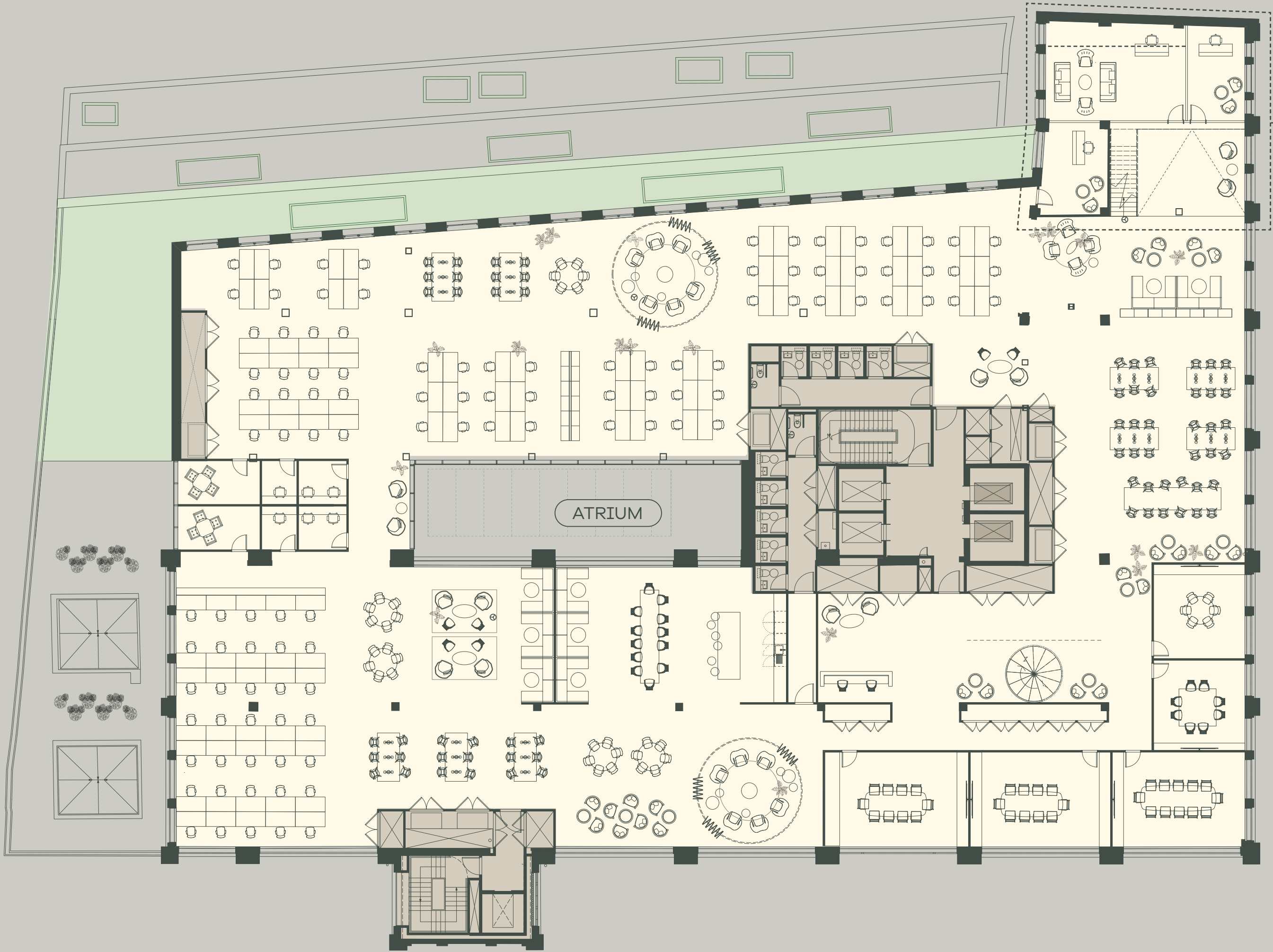
(WITH MEZZANINE)

18,267 SQ FT
1,697.1 SQ M

Key

- Office
- Green roof
- Core

Plan not to scale.
For indicative purposes only.



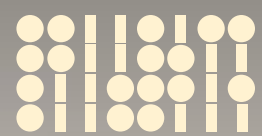
MEZZANINE

BROOK GREEN

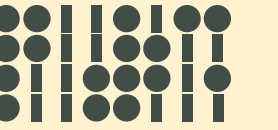
BACK TO ELEVATION



A characterful, unique and
people-centric workspace.



INDICATIVE THIRD FLOOR WITH MEZZANINE



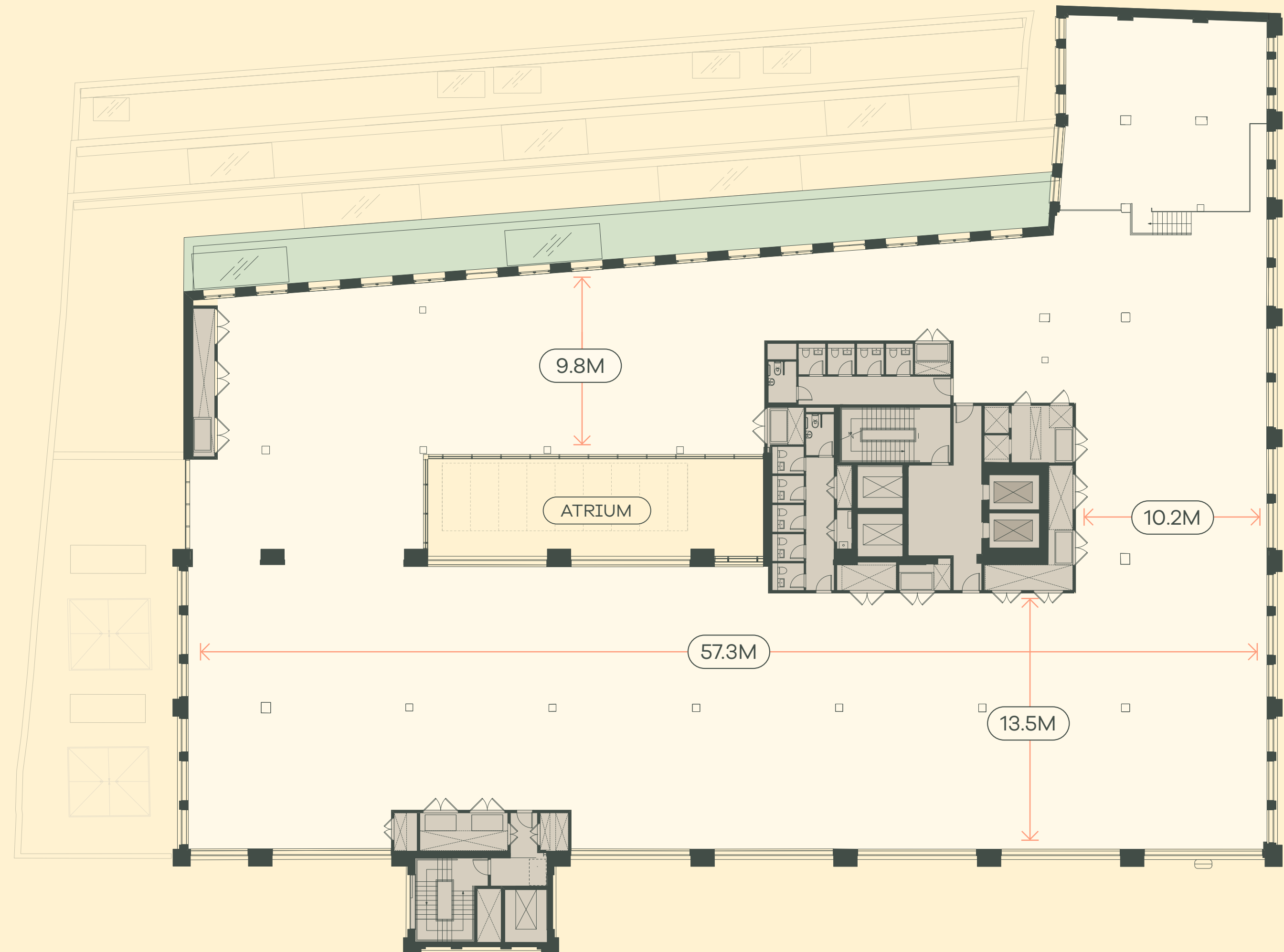
FOURTH

16,885 SQ FT
1,568.7 SQ M

Key

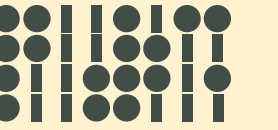
- Office
- Green roof
- Core

Plan not to scale.
For indicative purposes only.



[BACK TO ELEVATION](#)





FIFTH

12,108 SQ FT
1,124.9 SQ M

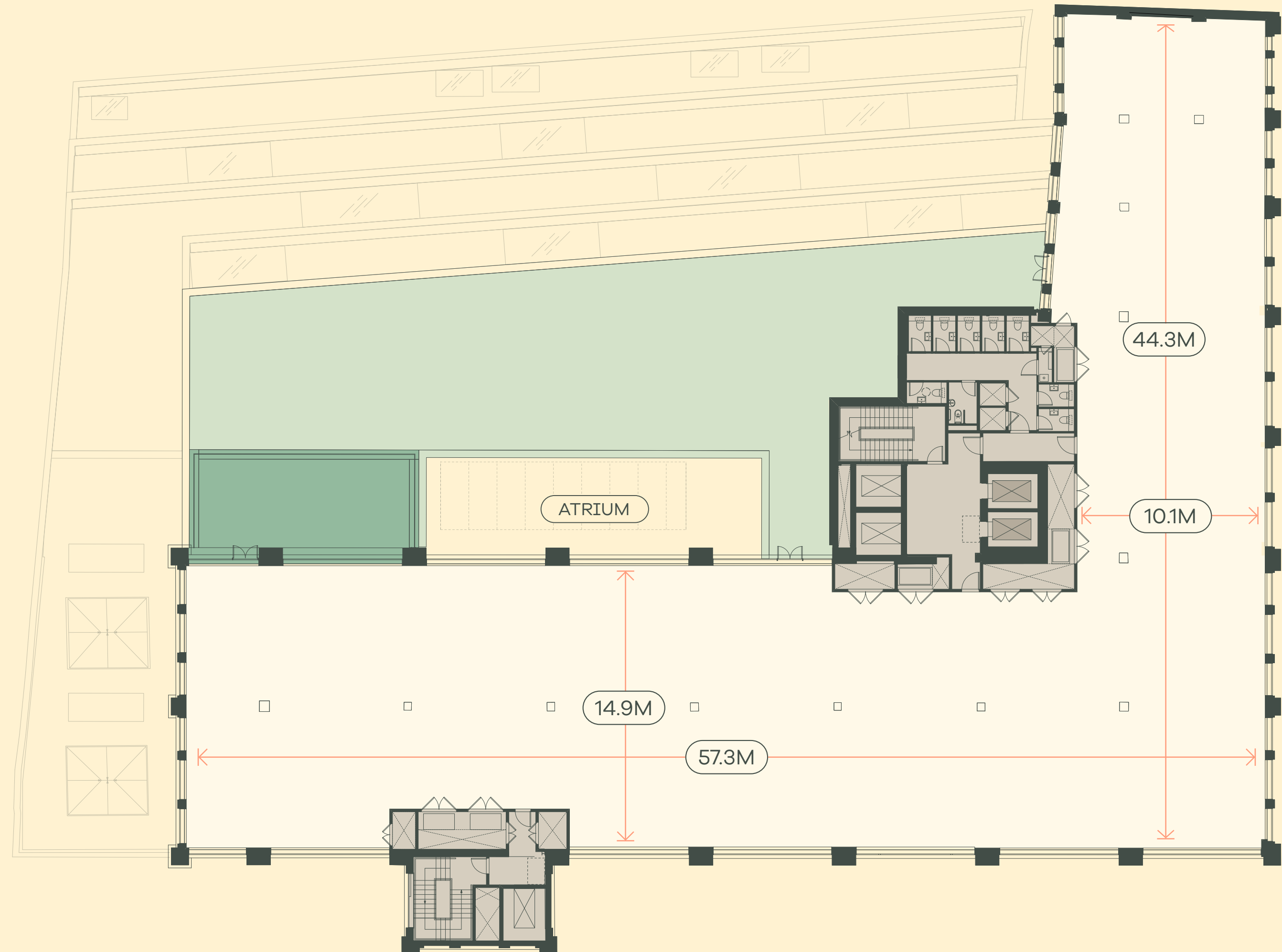
Terrace

565 SQ FT

Key

- Office
- Terrace
- Green roof
- Core

Plan not to scale.
For indicative purposes only.



BROOK GREEN

BACK TO ELEVATION





SPACE PLAN

FIFTH

12,108 SQ FT
1,124.9 SQ M

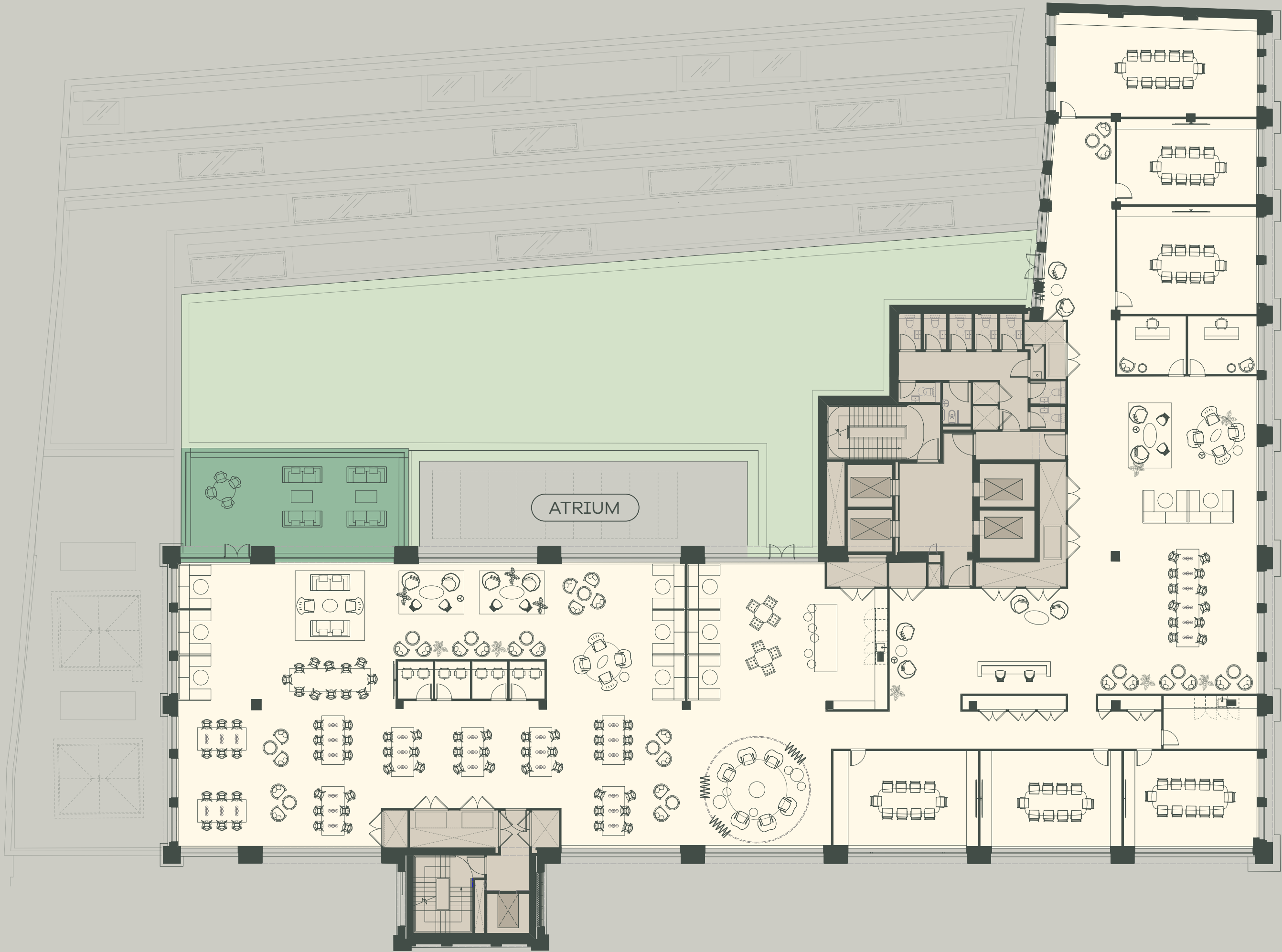
Terrace

565 SQ FT

Key

- Office
- Roof terrace
- Green roof
- Core

Plan not to scale.
For indicative purposes only.



BROOK GREEN

BACK TO ELEVATION



Connect to nature on landscaped,
wraparound terraces.

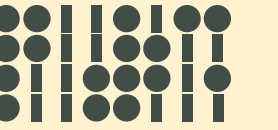


FLOOR TO CEILING
3.3M

INDICATIVE 5TH FLOOR

SYSTEMS





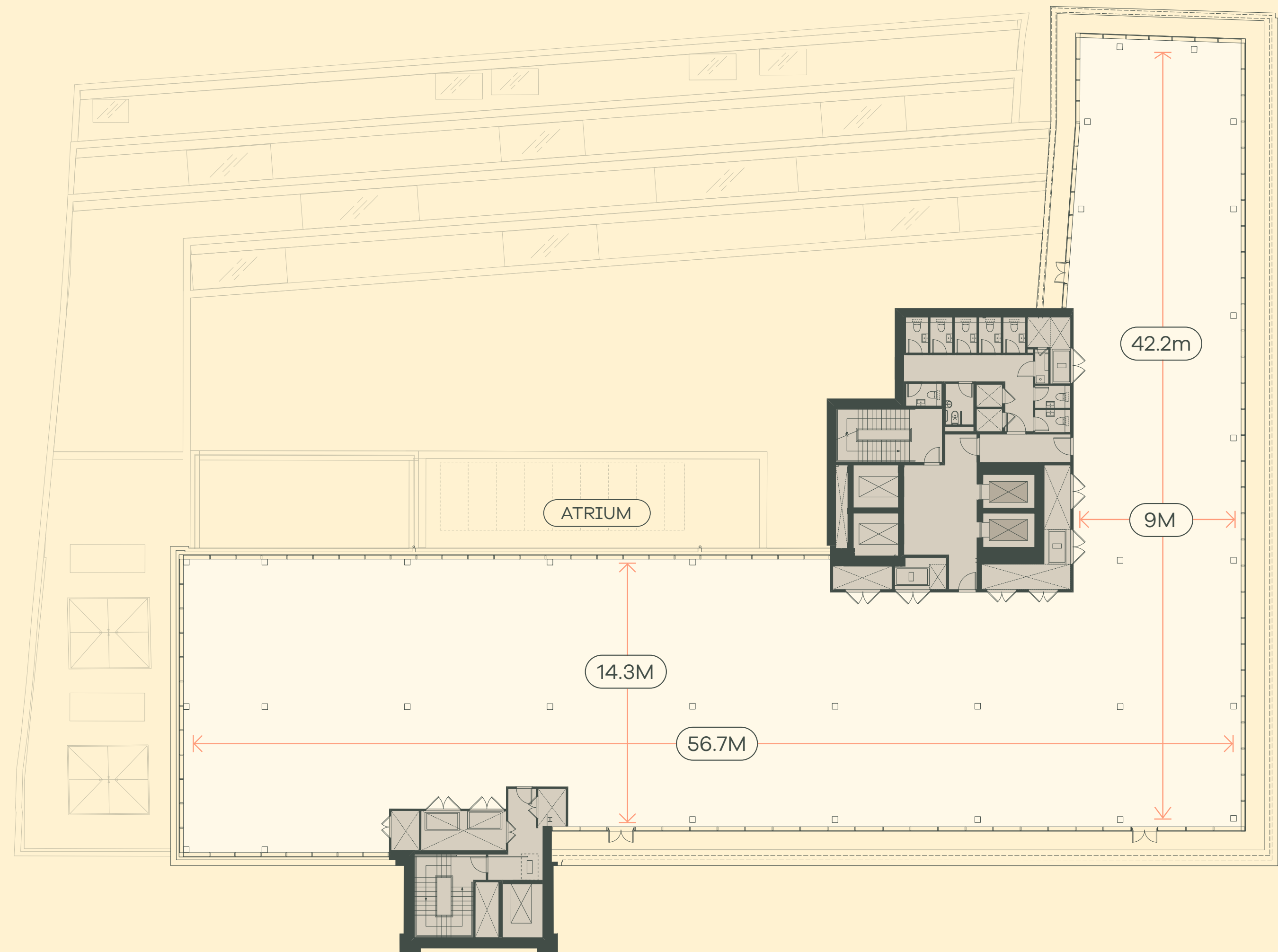
SIXTH

11,115 SQ FT
1,032.6 SQ M

Key

- Office
- Core

Plan not to scale.
For indicative purposes only.



BROOK GREEN

[BACK TO ELEVATION](#)





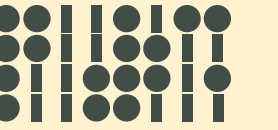
FLOOR TO CEILING
3.6M

INDICATIVE 6TH FLOOR

SYSTEMS

Merging exceptional user experience
with timeless architecture





PAVILION

(SEVENTH)

1,525 SQ FT

141.7 SQ M

Terrace

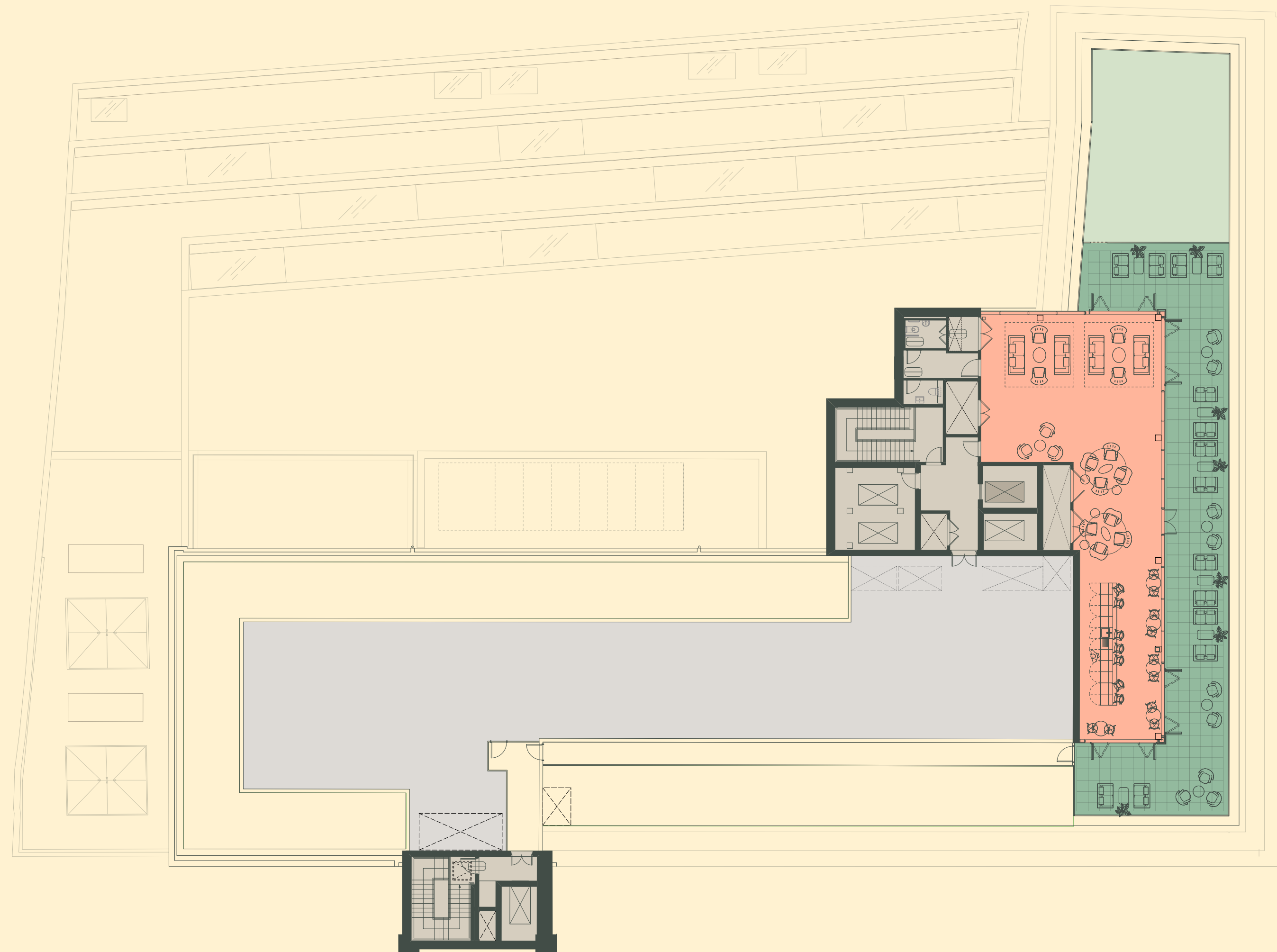


1,493 SQ FT

Key

- Pavilion (amenity space)
- Shared terrace
- Green roof
- Core
- Plant

Plan not to scale.
For indicative purposes only.



BROOK GREEN

[BACK TO ELEVATION](#)



SYSTEMS

OVERVIEW

BUILDING

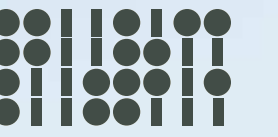
PLANS

SPECIFICATION

LOCATION

TEAM



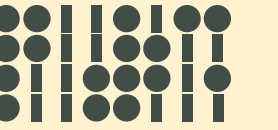


Enjoy the area's best city-wide views from the rooftop pavilion and expansive terrace.

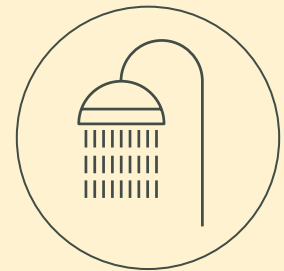
INDICATIVE 7TH FLOOR PAVILION

SYSTEMS





LOWER GROUND



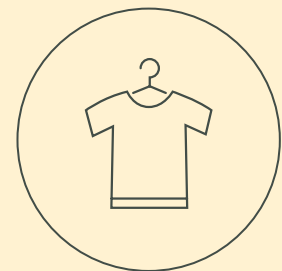
22 Showers



220 Cycle stands



1 cycle repair
station

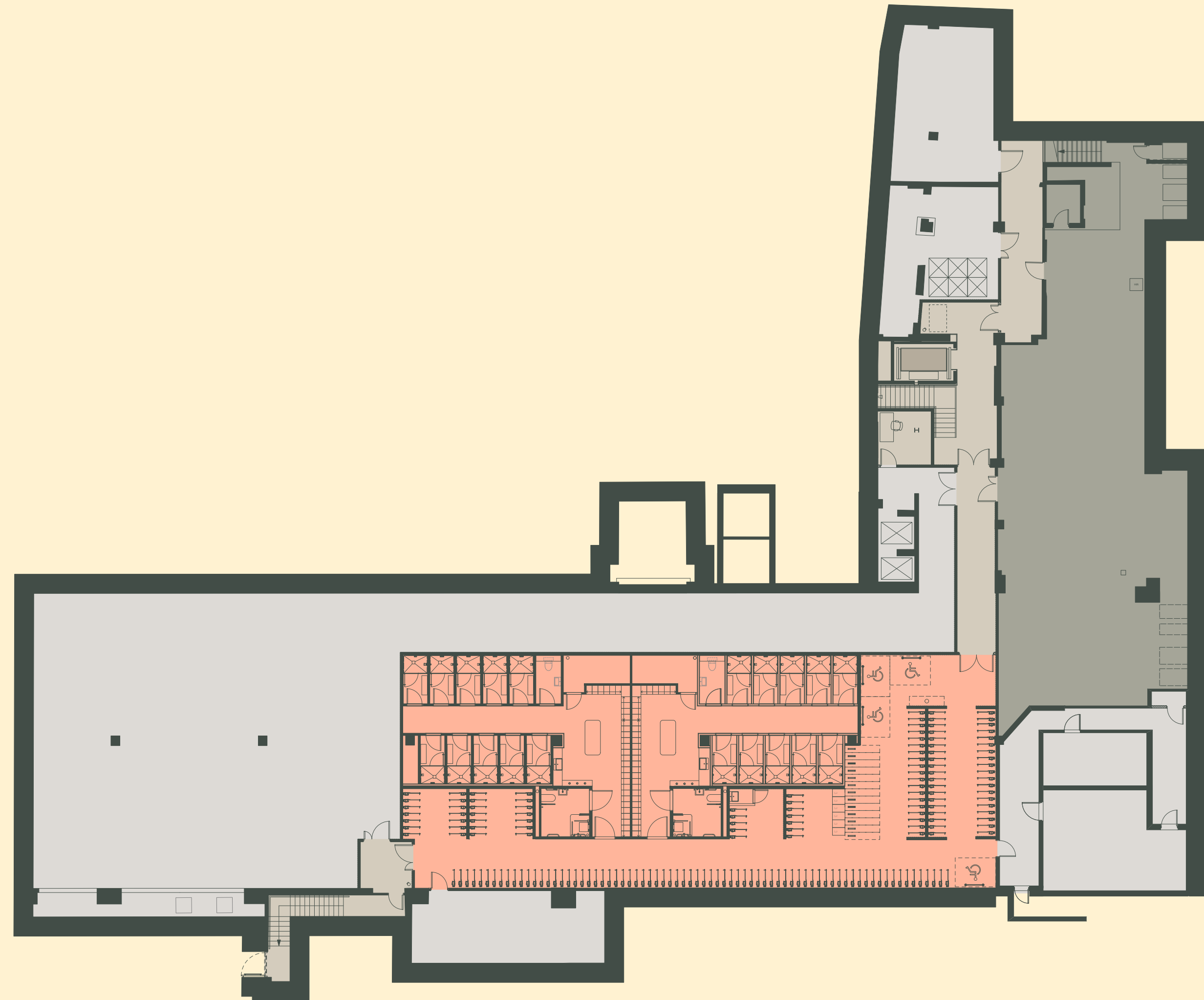


2 drying rooms

Key

- End-of-trip amenity
- Serviced offices
- Core
- Plant

Plan not to scale.
For indicative purposes only.

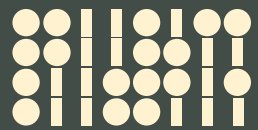


BROOK GREEN

[BACK TO ELEVATION](#)



BUILDING SPECIFICATION



SMART SYSTEM

Ground floor office with dedicated entrance

Fully automated building with best in class end of trip facilities

222 cycle spaces & cycle repair station

Large open plan floorplates

Floor to ceiling heights of 3.3m - 4.3m

4 x passenger lifts and 1 x goods lift

ECO SYSTEM

BREEAM 'Excellent' and EPC Rating 'A'

Openable windows

Fully electric building

Reuse of characterful building

12,917 sq ft of green roofs

Self generated energy via PV panels



SOCIAL SYSTEM

Welcoming remodelled reception with café

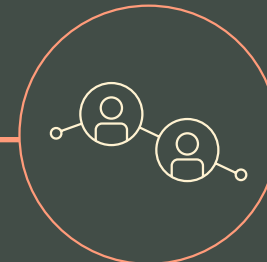
Communal rooftop pavilion with far-reaching views & 1,493 sq ft external terrace

Characterful, unique and people-centric workspace throughout

565 sq ft of terrace space on 5th floor

Excellent transport connections

SYSTEMS





LOCATION



BROOK GREEN TENNIS COURTS



BROOK GREEN HOTEL



LE PETIT CITRON



GAIL'S

TRANQUIL & THRIVING

Well known for its green spaces, locally-owned shops and artisanal cafés, Brook Green has a bit of something for everyone.



BROOK GREEN



THE BIRD IN HAND



The west London village feel
only minutes from central.

SYSTEMS





CRISP PIZZA



THE LYRIC THEATRE



THE HOXTON



THE RIVER CAFE



INDICATIVE IMAGE OF OLYMPIA RE-DEVELOPMENT



THE BLUE ANCHOR

BOLD & BUSTLING

Surrounded by vibrant eateries and street food, entertainment hubs and boutique hotels, there is something for every day of the week.

THE NEIGHBOURS

FOOD

- 1. Bird in Hand
- 2. Pentolina
- 3. Los Molinos
- 4. The Havelock Tavern
- 5. Zia Lucia
- 6. Le Petit Citron
- 7. The Popeseye
- 8. Faber
- 9. Kampai
- 10. Flat Iron
- 11. The Dove
- 12. The River Café
- 13. Crisp Pizza
- 14. The Melody
- 15. Turtle Bay

PUBS/BARS

- 1. The Queen's Head
- 2. Brook Green Hotel
- 3. L'ami Jac
- 4. The Blue Anchor
- 5. The Cumberland Arms
- 6. Latymers

SHOPPING

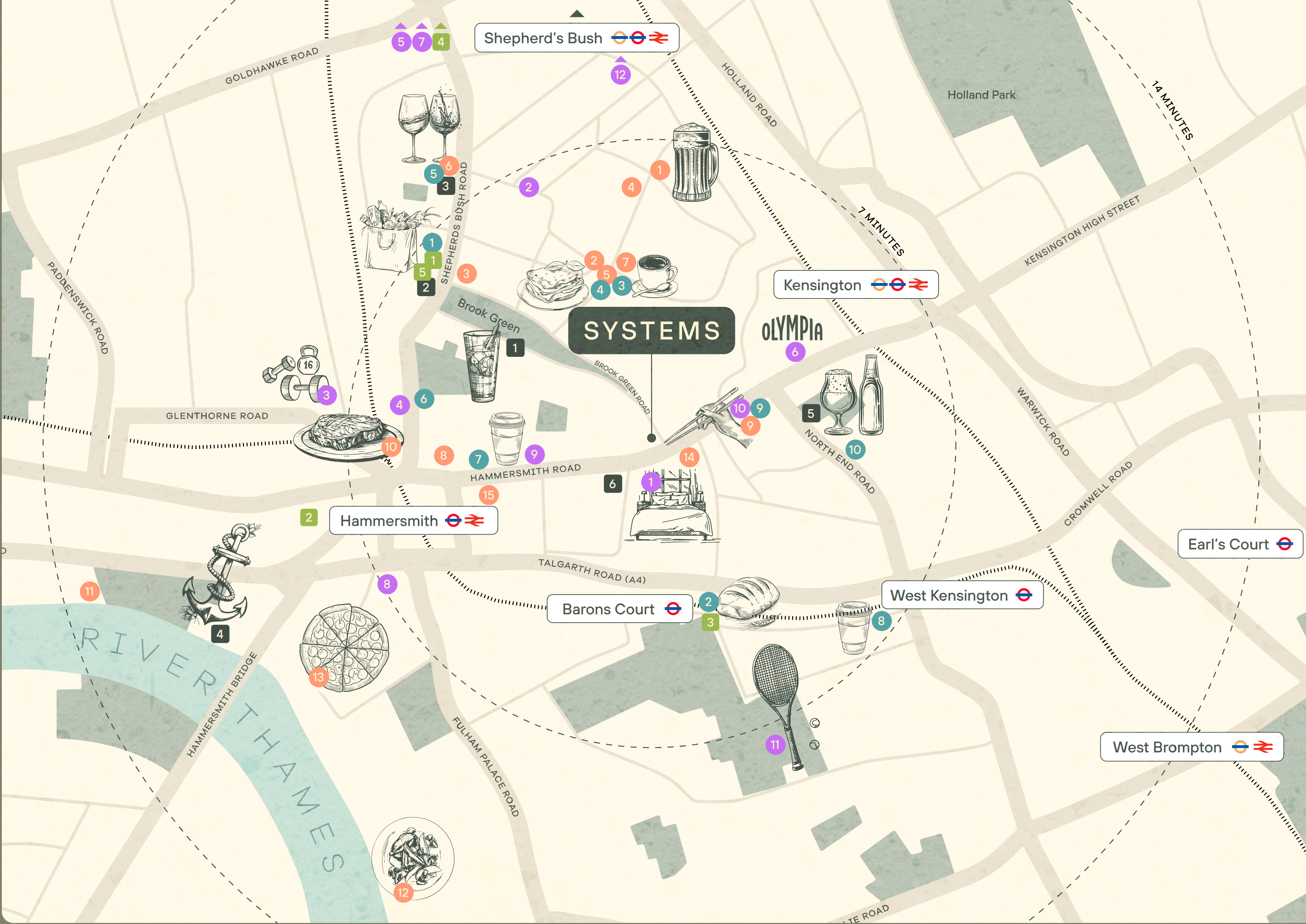
- 1. Brook Green Wholefoods
- 2. M&S
- 3. HG Walter
- 4. Westfield
- 5. Holloways of Ludlow

COFFEE

- 1. Farina & More
- 2. Gail's
- 3. Debbie Jo
- 4. Awaken
- 5. Another Brother
- 6. Deluxe Coffeeworks
- 7. Starbucks
- 8. Popin
- 9. Pret A Manger
- 10. Bite Café

LIFESTYLE

- 1. St Paul's Hotel
- 2. The Spa by Kaajal
- 3. Fitness First
- 4. Puregym
- 5. The Hoxton
- 6. Kensington Olympia
- 7. O2 Empire
- 8. Hammersmith Apollo
- 9. KAFIT GLocal
- 10. F45
- 11. Queen's Club
- 12. K West Hotel



SYSTEMS

OVERVIEW

BUILDING

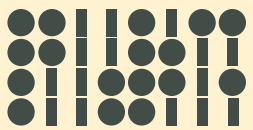
PLANS

SPECIFICATION

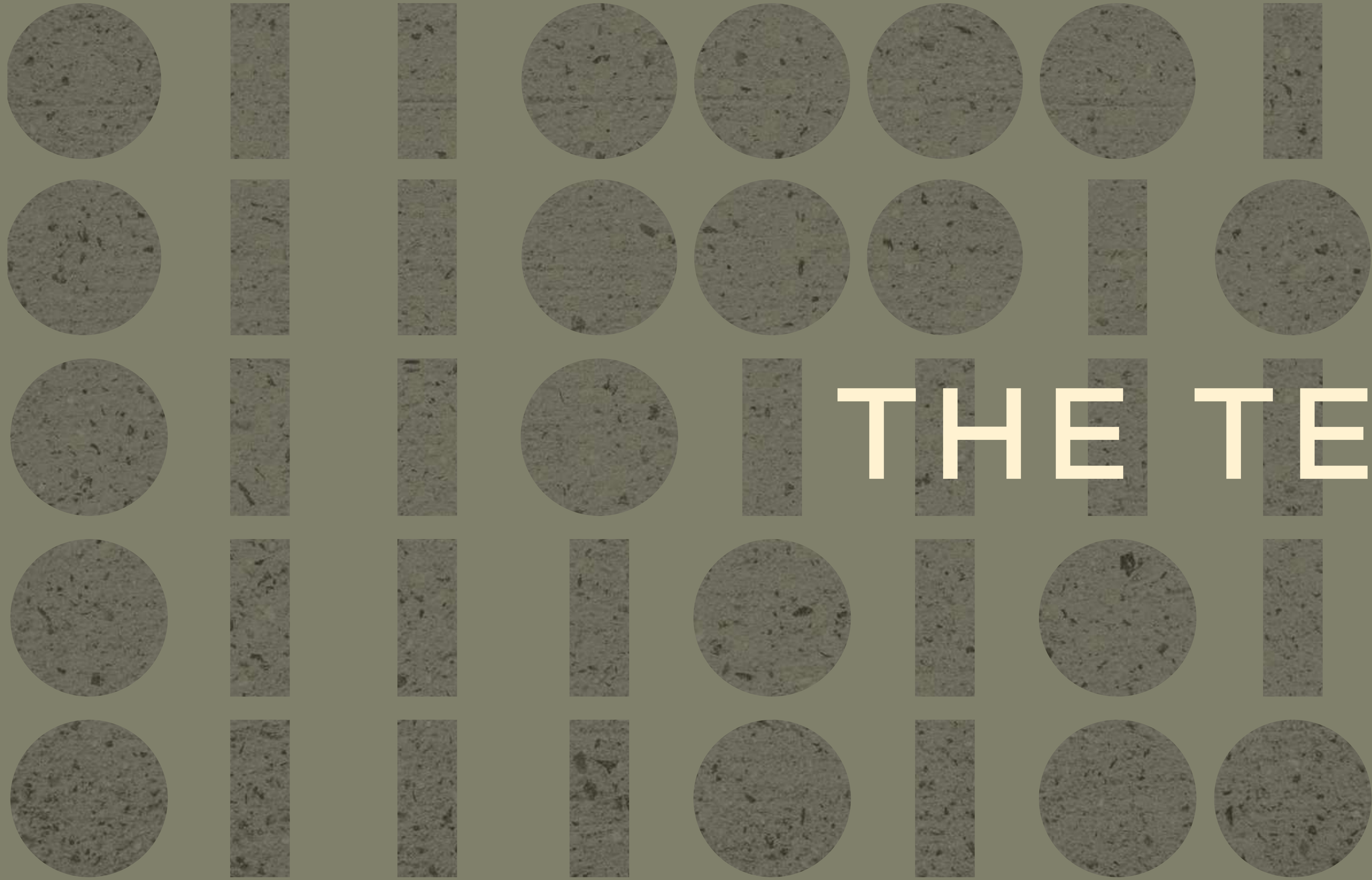
LOCATION

TEAM

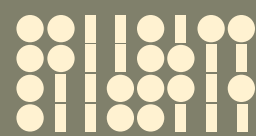




 WALK (FROM)	 CYCLE (FROM)	 TRANSPORT (FASTEST ROUTE FROM)
5 MINS BARONS COURT	5 MINS WESTFIELD	19 MINS PADDINGTON
6 MINS HAMMERSMITH	4 MINS HOLLAND PARK	19 MINS VICTORIA
7 MINS KENSINGTON OLYMPIA	7 MINS RAVENS COURT PARK	25 MINS WATERLOO
14 MINS SHEPHERD'S BUSH	12 MINS HYDE PARK	29 MINS KING'S CROSS



THE TEAM



DEVELOPER

GENERAL
PROJECTS

At General Projects, we believe that our collective future relies upon the reinvention of what already exists into genuinely valuable assets for society.

GENERALPROJECTS.COM



THE HEAL'S BUILDING

ARCHITECT

BGY

Buckley Gray Yeoman are agents of opportunity. They take what we find – on the ground and in the brief – and uncover unanticipated possibilities.

BGY.CO.UK

INVESTOR

neo
capital

Neo Capital invest in high-conviction real estate opportunities & create long term partnerships

NEOCAPITAL.CO

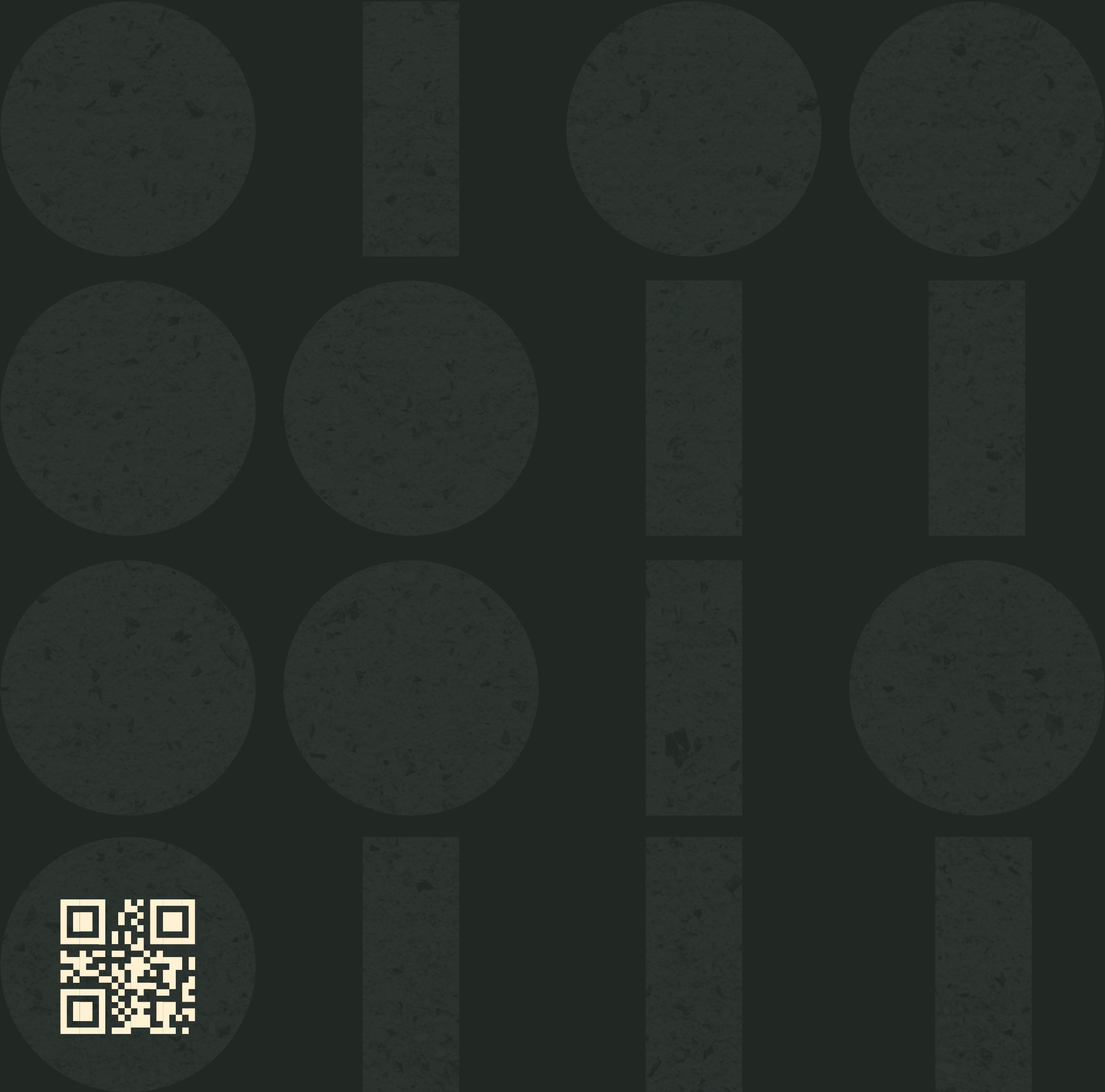


TECHNIQUE



ROYAL ALBERT DOCKS





SYSTEMS

SYSTEMS.LONDON

FOR MORE INFORMATION, GET IN TOUCH



Daniel Brownlee
daniel.brownlee@knightfrank.com
07971 061119

Jonny Lee
jonny.lee@knightfrank.com
07885 389426

Roddy Abram
roddy.abram@knightfrank.com
07899 001028



Angus Tullberg
angus.tullberg@savills.com
07976 256487

Hunter Booth
hunter.booth@savills.com
07710 965693

Nikki Stoughton-Harris
nikki.stoughtonharris@savills.com
07815 032103

Olivia Fryer
olivia.fryer@savills.com
07951 041788

GENERAL
PROJECTS

neo.
capital

DISCLAIMER: The Agents for themselves and for the vendors or lessors of the property whose agents they are give notice that, (i) these particulars are given without responsibility of The Agents or the Vendors or Lessors as a general outline only, for the guidance of prospective purchasers or tenants, and do not constitute the whole or any part of an offer or contract; (ii) The Agents cannot guarantee the accuracy of any description, dimension, references to condition, necessary permissions for use and occupation and other details contained herein and any prospective purchasers or tenants should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the accuracy of each of them; (iii) no employee of The Agents have any authority to make or give any representation or enter into any contract whatsoever in relation to the property; (iv) VAT may be payable on the purchase price and / or rent, all figures are exclusive of VAT, intending purchasers or lessees must satisfy themselves as to the applicable VAT position, if necessary by taking appropriate professional advice; (v) The Joint Agents will not be liable, in negligence or otherwise, for any loss arising from the use of these particulars.

April 2025

Designed and produced by Graphicks | graphicks.co.uk

BACK TO TOP ^